ORDER

Orders Order / Rev: 691037 06179931 Alt Order #: Product Desc: NRCC-IE 2012 WKYC 2602 Estimate: Flight Dates: 10/05/12 - 10/11/12 Primary AE: Joe Knauer Original Date / Rev: 10/05/12 / 10/05/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT National Media Research Planning/ PC Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Billing Calendar: 815 Slaters Lane Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: NRCC-IE Demographic: A25-54 New Business Thru: **Product Codes:** PL-State/Local,IS-Issue/Non Order Separation: 00:15:00 Priority: P-5 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/11/12	52	\$80,600.00	\$68,510.00	October 2012	52	\$80,600.00	\$68,510.00	0.00
					Totals	52	\$80,600,00	\$68,510,00	0.00

Totals

Account Executives

Bill Plan

Account Executive	Sales Office Sales Region		Start Date / End Date	Order %	
Joe Knauer			Start Of Order - End Of Order	100%	

ما	Ch	Start	End	Inventory Code	Prook	Stort/End T	ima Dava	Lon Cno	+ 0	Doto Dri	Dta Tuno	Spoto	Amount
		- 10		Inventory Code		Start/End T		Len Spo	เอ	Rate Pri		Spois	
1	WKYC	10/05/12	2 10/05/12	M-F 11-1135p	CM	11-1135p	F	:30	1	\$2,000.00 P-3	0.00 NM	1	\$2,000.00
				Channel 3 News	at 11p M-F								
	CH 3 NV	VS AT 11	1										
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10/0)1/12	10/07/12	F	1	\$2,000.00	0.00						
2	WKYC	10/05/12	2 10/05/12	Tonight Show	CM	1135p-1237a	F	:30	1	\$900.00 P-3	0.00 NM	1	\$900.00
				Tonight Show		·							
	TONITE	SHW-N	вс	J									
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10/0)1/12	10/07/12	F	1	\$900.00	0.00						
3	WKYC	10/05/12	2 10/05/12	M-F 5-6a	CM	5a-6a	F	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
ŭ		. 0, 00,		Channel 3 News	_	5 4 5 4	-	.00		φοσσίσο. σ	0.00		φοσοίοσ
	CH3 NE	WS SUN	IRS	0.10.110.0	O 07								
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10/0	01/12	10/07/12	F	1	\$500.00	0.00						
4	WKYC	10/05/12	2 10/05/12	M-F 5-6p	CM	5p-6p	F	:30	1	\$1,000.00 P-2	0.00 NM	l 1	\$1,000.00
				Dr. Phil		-11-				* 1,000 1100 1			4 · , · · · · · · · · · · · · · · · · ·
	DR. PHI	L		2									
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10/0		10/07/12	F	1	\$1.000.00	0.00						
	WKYC	10/05/11	2 10/05/12	M-F 6-630p	CM	6p-630p	F	:30	1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
Ü	WICLO	10/00/12	2 10/00/12	Channel 3 News	_	ор ооор	•	.00	•	ψ1,000.001 0	0.00 14101		Ψ1,000.00
	CH 3 NV	VS AT 6		Charlier 5 News	ut op								
	-	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
۱۸/	eek: 10/0		10/07/12	F	1	\$1,800.00	0.00						
	66K. 10/C	71/12	10/01/12	1	ı	ψ1,000.00	0.00					I	

Print Date: 10/05/12 15:11:36 Page 2 of 5

WKYC

Order / Rev: 691037

Advertiser: NRCC-IE

06179931 NRCC-IE 2012 Alt Order #: Product Desc:

Flight Dates: 10/05/12 - 10/11/12 Estimate: 2602

Fig.	Ln Ch Start E	nd	Inventory Code	Break	Start/End T	ime D	ays	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date Find Date Weekdays Spots/Week Rate Rating	6 WKYC 10/05/12 10	0/05/12					- F	:30	1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
Start Date Rend Date Meek days SpotsWeek Rate Rating SpotsWeek Rate Rating SpotsWeek Rate SpotsWeek SpotsWeek Rate SpotsWeek SpotsWee	CH3 NEWS TODAY		Channel 3 News	Today @ 6AM	1								
Total Tota		d Date	Weekdays	Spots/Week		Rating							
NBC NTELY NS Salar Date End Date Company Spots/Week Eate Rating Spots/Week Spo													
New Control Column Col	7 WKYC 10/05/12 10	0/05/12	• .	CM	M-Su 6:28p-	7p	- F	:30	1	\$2,200.00 P-5	0.00 NM	1	\$2,200.00
Sint Date End Date Weekdays Spots/Week Rate Rating	NBC NITELY NWS		Nightly News										
8 WKYC 1005/12 1005/12 WF.F.pa Today Today Show Week 1009/12 1007/12 F 1 \$1,500.00 0.00 9 WKYC 1005/12 1005/12 Weekdays Spots/Week Rate Week 1009/12 1007/12 F 1 \$1,500.00 0.00 ENT TONIGHT 30 Start Date Week Make Week 1009/12 1007/12 F 1 \$1,500.00 10 WKYC 1005/12 1005/12 F 1005/12 F 1 \$1,500.00 0.00 10 WKYC 1005/12 1005/12 F 1005/12 F 1 \$1,500.00 0.00 10 WKYC 1005/12 1005/12 F 1005/12 F 1 \$1,500.00 0.00 11 WKYC 1005/12 1005/12 F 1 \$1,500.00 0.00 12 WKYC 1005/12 1004/12 1007/12 1007/12 13 WKYC 1005/12 1004/12 100		d Date	Weekdays	Spots/Week	Rate	Rating							
TODAY SHW Sint Date End Date Weekdays Spots/Week Rate Rating Week 10001/12 1007/12 100					\$2,200.00								
Sant Date	8 WKYC 10/05/12 10	0/05/12	•	CM	7a-9a		- F	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date End Date Meekadays Spots/Week Rate Start Date Start Date End Date Meekadays Spots/Week Rate Start Date End Date Meekadays Spots/Week Rate Start Date Star	TODAY SHW		Today Snow										
S VIKYC 10/05/12 10/05/12 M-F 730-8p		d Date	Weekdays	Spots/Week	Rate	Rating							
Entertainment Tonight Siart Date End Date Week (10071/2 1007/12					\$1,500.00								
Start Date End Date Week days Spots/Week Rate Rating 1 \$1,600.00 0.0	9 WKYC 10/05/12 10	0/05/12	•		730-8p		- F	:30	1	\$1,600.00 P-3	0.00 NM	1	\$1,600.00
Siant Date End Date Week 2007H2 1007H2	ENT TONIGHT 30		Entertainment 10	nignt									
Mark Total		d Date	Weekdays	Spots/Week	Rate	Rating							
Fri Prime B SRIMM Start Date End Date Weekdays Spots/Week Rate Rating 10/07/12 Toroight Show Toroight Sh			F	1	\$1,600.00								
Start Date End Date Week 10/01/12	10 WKYC 10/05/12 10	0/05/12		CM	9-10p		- F	:30	1	\$2,800.00 P-5	0.00 NM	1	\$2,800.00
Start Date End Date Weekdays Toron Spots S	GRIMM		Fri Prime B										
Meek: 10/01/12 10/02/12 10/03/12 10/	-	d Date	Weekdays	Spots/Week	Rate	Rating							
TONITE SHW-NBC Start Date End Date Weekdays Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Start Date Start Date Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Start Date Start Date Spots/Week Spots/Week Rate Start Date S				1									
TONITE SHW-NBC Start Date End Date Weekdays Spots/Week Rate Name	11 WKYC 10/08/12 10	0/08/12		CM	1135p-1237a	a M		:30	1	\$900.00 P-3	0.00 NM	1	\$900.00
Start Date End Date Weekdays Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week S	TONITE SHW-NBC		Tonight Show										
Week: 10/08/12 10/14/12 M-F6		d Date	Weekdays	Spots/Week	Rate	Rating							
CH3 NEWS SUNS Start Date End Date Weekdays Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week				1									
CH3 NEWS SUNRS Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Spots/Week Rate Rating Start Date Start Date End Date Spots/Week Rate Rating Start Date Start Date End Date Spots/Week Rate Rating Start Date Start Date End Date Spots/Week Rate Rating Start Date Start Date Start Date Spots/Week Rate Rating Start Date Start Date Start Date Spots/Week Rate Rating Spots/Week Rate Spots/Week Rate Rating Start Date Start Date Spots/Week Rate Rating Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Spots/Week Spots/Week Spots/Week Rate Spots/Week Spots/Wee	12 WKYC 10/08/12 10	0/08/12			5a-6a	M		:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Rate Spots/Week	CH3 NEWS SUNRS		Channel 3 News	@ 5AM									
Week: 10/08/12 10/14/12 10/08/12 10/		d Date	Weekdays	Spots/Week	Rate	Rating							
Dr. Phil				1									
DR. PHIL Start Date End Date Weekdays Merical Process Spots/Week Rating Start Date Start Date End Date Weekdays Spots/Week Rating Start Date Start Date End Date Weekdays Spots/Week Rating Start Date Start Date End Date Merical Process Start Date Start Date End Date Merical Process Start Date Start	13 WKYC 10/08/12 10	0/08/12	•	CM	5p-6p	M		:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
Start Date End Date Weekdays Merchanger Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start	DR PHII		Dr. Phil										
Week: 10/08/12 10/14/12 M 1 \$1,000.00 0.00		d Date	Weekdays	Spots/Week	Rate	Rating							
Channel 3 News at 6p CH 3 NWS AT 6 Start Date Weekdays 10/08/12 10/08/12	Week: 10/08/12 10/	/14/12	M	1		0.00							
CH 3 NWS AT 6 Start Date End Date Weekdays M 1 \$1,800.00 0.00	14 WKYC 10/08/12 10	0/08/12			6p-630p	M		:30	1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
Start Date End Date Weekdays MF 1 \$1,800.00 0.00 0.00	CH 3 NWS AT 6		Channel 3 News	at 6p									
Week: 10/08/12 10/14/12 M 1 \$1,800.00 0.00 15 WKYC 10/08/12		d Date	Weekdays	Spots/Week	Rate	Rating							
Channel 3 News Today @ 6AM CH3 NEWS TODAY Start Date		/14/12	M	1	\$1,800.00								
CH3 NEWS TODAY Start Date End Date Weekdays M 1 \$1,200.00 0.00	15 WKYC 10/08/12 10	0/08/12				M		:30	1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
Start Date End Date Weekdays M Spots/Week Rate Rating 0.00	CH3 NEWS TODAY		Channel 3 News	Today @ 6AN	1								
Week: 10/08/12 10/14/12 M 1 \$1,200.00 0.00 16 WKYC 10/08/12 10/08/12 10/08/12 Nightly News Nightly News CM M-Su 6:28p-7p M :30 1 \$2,200.00 P-5 0.00 NM 1 \$1,500.00 P-5		d Date	Weekdays	Spots/Week	Rate	Rating							
NBC NITELY NWS Start Date End Date Weekdays M 1 \$2,200.00 0.00 17 WKYC 10/08/12 10/08/12 10/08/12 M 1 \$2,200.00 0.00 TODAY SHW Start Date End Date Weekdays CM 7a-9a M :30 1 \$1,500.00 P-2 0.00 NM 1 \$1,500													
NBC NITELY NWS Start Date End Date Weekdays Spots/Week Rate Rating	16 WKYC 10/08/12 10	0/08/12		CM	M-Su 6:28p-7	7p M		:30	1	\$2,200.00 P-5	0.00 NM	1	\$2,200.00
Start Date End Date Weekdays Mekdays Spots/Week Rate Rating 0.00	NBC NITELY NWS		Nightly News										
Week: 10/08/12 10/14/12 M 1 \$2,200.00 0.00 17 WKYC 10/08/12 10/08/12 10/08/12 N-F 7-9a Today Today Show CM 7a-9a M :30 1 \$1,500.00 P-2 0.00 NM 1 \$1,500.00 P-2 0.00 NM TODAY SHW Start Date Weekdays Weekdays Weekdays Week 10/08/12 10/14/12 N Spots/Week Rate Rating 0.00 Week: 10/08/12 10/14/12 N 1 \$1,500.00 0.00		d Date	Weekdays	Spots/Week	Rate	Rating							
Today Show TODAY SHW Start Date													
TODAY SHW Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 M 1 \$1,500.00 0.00	17 WKYC 10/08/12 10	0/08/12	•	СМ	7a-9a	M		:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 M 1 \$1,500.00 0.00	TODAY SHW		loday Show										
Week: 10/08/12 10/14/12 M 1 \$1,500.00 0.00		d Date	Weekdays	Spots/Week	Rate	Rating							
18 WKYC 10/08/12 10/08/12 CM 730-8p M :30 1 \$1,600.00 P-3 0.00 NM 1 \$1,600.00				_									
	18 WKYC 10/08/12 10	0/08/12		СМ	730-8p	М		:30	1	\$1,600.00 P-3	0.00 NM	1	\$1,600.00

Print Date: 10/05/12 15:11:36 Page 3 of 5

WKYC

Order / Rev: 691037

091037

Advertiser: NRCC-IE

Estimate:

Alt Order #: 06179931

Product Desc: NRCC-IE 2012

Flight Dates: 10/05/12 - 10/11/12

2602

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots M-F 730-8p **Entertainment Tonight ENT TONIGHT 30** Weekdays Spots/Week Start Date **End Date** Rate Rating M- - - - -Week: 10/08/12 10/14/12 \$1,600.00 0.00 19 WKYC 10/06/12 10/06/12 Sat 11-1135p СМ 11-1130p ---S-:30 \$2,000,00 P-3 0.00 NM \$2,000.00 LN SAT CH 3 NWS AT 11 Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 - - - - S-\$2.000.00 0.00 20 WKYC 10/06/12 10/06/12 CM 1130p-107a ---S-:30 1 \$1,800.00 P-2 0.00 NM Saturday Night Live \$1,800.00 Saturday Night Live SAT NITE LIVE Start Date **End Date** Weekdays Spots/Week Rate Rating 10/07/12 ---S-\$1,800.00 0.00 Week: 10/01/12 21 WKYC 10/06/12 10/06/12 SAT TDY 2 \$1,200,00 P-3 CM 7a-9a ---S-:30 0.00 NM \$2,400.00 NBC Today Show (Sa) SATURDAY TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$1,200.00 0.00 22 WKYC 10/07/12 10/07/12 Post NFL News ----S :30 1 \$2.000.00 P-3 0.00 NM \$2,000.00 CM Various LN Sun Follows NFL CH 3 NWS FOLO FB **End Date** Start Date Spots/Week Weekdays Rate Rating 10/07/12 0.00 Week: 10/01/12 \$2,000.00 23 WKYC 10/07/12 10/07/12 **Browns Tonight** :30 \$600.00 P-3 0.00 NM \$600.00 CM **Browns Tonight Browns Tonight BROWNS TONIGHT** Spots/Week Start Date **End Date** Weekdays Rate Rating 10/07/12 ----S \$600.00 Week: 10/01/12 0.00 24 WKYC 10/07/12 10/07/12 SUN TDY ----S СМ :30 1 \$1,200.00 P-3 0.00 NM \$1,200.00 8a-9a NBC Today Show (Su) SUN TODAY-NBC Spots/Week Rating Start Date **End Date** Weekdays Rate 10/07/12 Week: 10/01/12 \$1,200.00 0.00 25 WKYC 10/07/12 10/07/12 Sun 9-1030a CM 9a-1030a ----S :30 1 \$1.000.00 P-3 0.00 NM \$1,000.00 Channel 3 News Sun 9a CH3 SU MRN NWS Start Date **End Date** Weekdays Spots/Week Rate Rating ----S 10/07/12 Week: 10/01/12 \$1,000.00 0.00 M-F 11-1135p 26 WKYC 10/11/12 10/11/12 CM 11-1135p ---T---:30 1 \$2,000.00 P-3 0.00 NM \$2,000.00 Channel 3 News at 11p M-F (11:00 PM-11:35 PM) CH 3 NWS AT 11 Weekdays Start Date Spots/Week **End Date** Rating Rate - - T- - -Week: 10/08/12 10/14/12 \$2,000.00 0.00 СМ 27 WKYC 10/11/12 10/11/12 **Tonight Show** 1135p-1237a ---T---:30 \$900.00 P-3 0.00 NM 1 \$900.00 **Tonight Show TONITE SHW-NBC End Date** Spots/Week Start Date Weekdays Rate Rating - - - T- - -Week: 10/08/12 10/14/12 \$900.00 0.00 28 WKYC 10/11/12 10/11/12 \$500.00 P-3 0.00 NM M-F 5-6a CM 5a-6a ---T---:30 \$500.00 Channel 3 News @ 5AM CH3 NEWS SUNRS Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/08/12 - - - T- - -\$500.00 10/14/12 0.00 0.00 NM 29 WKYC 10/11/12 10/11/12 M-F 5-6p CM ---T---:30 1 \$1,000.00 P-2 5p-6p \$1,000.00 Dr. Phil DR. PHIL **End Date** Weekdays Spots/Week Start Date Rate Rating - - - T- -Week: 10/08/12 10/14/12 \$1,000.00 0.00 30 WKYC 10/11/12 10/11/12 --T---:30 1 \$1,800.00 P-3 0.00 NM \$1,800.00 6p-630p

Print Date: 10/05/12 15:11:37 Page 4 of 5

WKYC

Order / Rev: 691037

091037

Advertiser: NRCC-IE

Estimate:

Alt Order #: 06179931

Product Desc: NRCC-IE 2012

Flight Dates: 10/05/12 - 10/11/12

2602

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots M-F 6-630p Channel 3 News at 6p CH 3 NWS AT 6 Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/08/12 10/14/12 ---T---\$1,800.00 0.00 31 WKYC 10/11/12 10/11/12 M-F 6-7a СМ 6a-7a - - - T- - -:30 \$1,200,00 P-3 0.00 NM \$1,200.00 Channel 3 News Today @ 6AM **CH3 NEWS TODAY** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 - - - T- - · \$1,200.00 0.00 32 WKYC 10/11/12 10/11/12 CM M-Su 6:28p-7p ---T---:30 1 \$2,200.00 P-2 0.00 NM Nightly News \$2,200.00 Nightly News **NBC NITELY NWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/14/12 - - - T- -Week: 10/08/12 \$2,200.00 0.00 - - - T- - -:30 \$1.500.00 P-5 0.00 NM 33 WKYC 10/11/12 10/11/12 M-F 7-9a Todav CM 7a-9a \$1.500.00 **Today Show TODAY SHW** Weekdays Start Date **End Date** Spots/Week Rate Rating 10/14/12 - - T- - -Week: 10/08/12 \$1,500.00 0.00 M-F 730-8p 0.00 NM 34 WKYC 10/11/12 10/11/12 CM 730-8p - - - T- - -:30 1 \$1.600.00 P-3 \$1,600.00 **Entertainment Tonight ENT TONIGHT 30 End Date** Start Date Spots/Week Rating Weekdays Rate 10/14/12 - - - T- -0.00 Week: 10/08/12 1 \$1,600.00 35 WKYC 10/09/12 10/09/12 M-F 11-1135p 11-1135p - T- - - -:30 1 \$2,000.00 P-3 0.00 NM \$2,000.00 Channel 3 News at 11p M-F CH 3 NWS AT 11 **End Date** Weekdays Start Date Spots/Week Rate Rating Week: 10/08/12 10/14/12 - T- - - -\$2,000.00 0.00 36 WKYC 10/09/12 10/09/12 - T- - - -\$500.00 P-3 M-F 5-6a СМ :30 0.00 NM \$500.00 5a-6a Channel 3 News @ 5AM CH3 NEWS SUNRS End Date Weekdays Spots/Week Start Date Rate Rating Week: 10/08/12 10/14/12 - T- - - -\$500.00 0.00 M-F 5-6p 37 WKYC 10/09/12 10/09/12 CM 5p-6p - T- - - -:30 1 \$1.000.00 P-2 0.00 NM \$1,000.00 Dr. Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating - T- - - -10/14/12 Week: 10/08/12 \$1,000.00 0.00 1 \$1,800.00 P-3 38 WKYC 10/09/12 10/09/12 M-F 6-630p CM - T- - - -:30 0.00 NM \$1,800.00 6p-630p Channel 3 News at 6p CH 3 NWS AT 6 Weekdays Spots/Week Start Date **End Date** Rate Rating - T- - - -Week: 10/08/12 10/14/12 \$1,800.00 0.00 39 WKYC 10/09/12 10/09/12 M-F 6-7a CM 6a-7a - T- - - -:30 1 \$1,200.00 P-3 0.00 NM \$1,200.00 Channel 3 News Today @ 6AM **CH3 NEWS TODAY End Date** Start Date Weekdays Spots/Week Rate Rating - T- - - -\$1,200.00 Week: 10/08/12 10/14/12 0.00 40 WKYC 10/09/12 10/09/12 M-Su 6:28p-7p :30 \$2,200.00 P-5 0.00 NM Nightly News CM - T- - - -\$2,200.00 Nightly News **NBC NITELY NWS** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/08/12 10/14/12 - T- - - -\$2,200.00 0.00 M-F 7-9a Today 41 WKYC 10/09/12 10/09/12 CM 7a-9a - T- - - -:30 1 \$1,500.00 P-2 0.00 NM \$1,500.00 **Today Show TODAY SHW** Start Date **End Date** Weekdays Spots/Week Rating Rate - T- - - -Week: 10/08/12 10/14/12 \$1,500.00 0.00 42 WKYC 10/09/12 10/09/12 :30 1 \$1,600.00 P-3 0.00 NM \$1,600.00 CM 730-8p

Print Date: 10/05/12 15:11:37 Page 5 of 5

WKYC

Order / Rev: 691037

Alt Order #:

Advertiser: NRCC-IE

06179931 Product Desc:

NRCC-IE 2012

Flight Dates: 10/05/12 - 10/11/12 Estimate: 2602

Ln Ch	Start	End	Inventory Code	Break	Start/End T	me Days	Len S	oots l	Rate Pri	Rtg Type	Spots	Amount
			M-F 730-8p Entertainment To	niaht								
ENT TO	NIGHT 3	30	Zinoriai iiioni To	· ···g···k							_	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	- T		\$1,600.00	0.00						
43 WKYC	10/10/1	2 10/10/12	Tonight Show Tonight Show	CM	1135p-1237a	W	- :30	1 \$9	900.00 P-3	0.00 NM	1	\$900.00
TONITE	SHW-N	ВС	ronight Show									
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	W	1	\$900.00	0.00						
44 WKYC	10/10/1	2 10/10/12	M-F 5-6a	CM	5a-6a	W	- :30	1 \$5	500.00 P-3	0.00 NM	1	\$500.00
CH3 NE	WS SUN	IRS	Channel 3 News	@ 5AIVI								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	08/12	10/14/12	W	1	\$500.00	0.00						
45 WKYC	10/10/1	2 10/10/12		CM	5p-6p	W	- :30	1 \$1,0	000.00 P-2	0.00 NM	1	\$1,000.00
DR. PH	П		Dr. Phil									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	W		\$1,000.00	0.00						
46 WKYC	10/10/1	2 10/10/12	M-F 6-630p	CM	6p-630p	W	- :30	1 \$1,8	800.00 P-3	0.00 NM	1	\$1,800.00
CHAN	AIC AT C		Channel 3 News	at 6p								
	NS AT 6 rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	W		. —	0.00						
47 WKYC	10/10/1	2 10/10/12	M-F 6-7a	CM	6a-7a	W	- :30	1 \$1,2	200.00 P-3	0.00 NM	1	\$1,200.00
			Channel 3 News	Today @ 6AM	1							
	WS TOD		\M/a alistaira	C==4= ///==1-	Data	Datia						
Sta Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00						
			M-F 7-9a Today	CM	7a-9a	W	- :30	1 \$1.5	500.00 P-2	0.00 NM	1	\$1,500.00
			Today Show									, ,
TODAY												
Sta Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$1,500.00	Rating 0.00						
			M-F 730-8p	CM	730-8p	W	- :30	1 \$16	600.00 P-3	0.00 NM	1	\$1,600.00
10 111110	10/10/1	2 10/10/12	Entertainment To		тоо ор	••	.00	. ψ.,	000.001 0	0.00 1411		ψ1,000.00
	NIGHT 3											
	rt Date	End Date 10/14/12	<u>Weekdays</u> W	Spots/Week	Rate	Rating 0.00						
Week: 10/			Wed Prime B	CM	\$1,600.00 9-10p	W	- :30	1 \$5 (000 00 P-3	0.00 NM	1	\$5,000.00
30 WKTC	10/10/1	2 10/10/12	Wed Prime B	Civi	9-10p	//	50	ι ψυ,	000.001 -3	O.OO INIVI	l '	ψ5,000.00
L&O:SV	'U											
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	W M-F 7-730p		\$5,000.00	0.00	.20	2 64 6	000 00 D 2	0.00 NM	4	ΦE 400 00
51 WKIC	10/06/1	2 10/11/12	Channel 3 News	CM at 7P	7-730p	MTWT	- :30	3 \$1,0	800.00 P-3	U.UU INIVI	1	\$5,400.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	08/12	10/14/12	МГWГ	3	\$1,800.00	0.00						
	Date Ra		escription		t/End Time		Weekdays	Length		Rtg Type		
	10/08/12 9 MG 51.	2-10/14/12 N 1	I-F 7-730p	7-73	Юр		MTWTh	:30((\$1,800.00)	0.00 NM		
		4 2-10/14/12 N	1-F 7-730n	7-73	30p		MTWTh	·304	(\$1,800,00)	0.00 NM		
	e MG 51.			, , ,				,000	,,500.0 0	3.30 14101		
		2-10/14/12 N	1-F 7-730p	7-73	60p		MTWTh	:30 _f	(\$1,800.00)	0.00 NM		
Sec	e MG 51.	4						·	,			
_			FL Regular Season	n FootballNFL	Football			Su :30	\$5,400.00	0.00 NM		
<u>₩</u> MG	for 51.1	,51.2,51.3										